

Canadian Computer Wholesaler

Not ready to invest thousands for knowledge? Request free catalog.


Canadian Computer Wholesaler

**17-inch
Monitors**

**HomePNA:
enjoying the Net@Home?**

**Modem 101: For NetWhore &
The Single Really
Who Is Serious**

**Application
Development:
Can't find the right software?
The Future of Web-based 7.0**



Reach

Instant Access to the Reseller Market

Valuable Investment for Your Advertising Dollars

Canadian Computer Wholesaler (CCW) is a highly successful advertising vehicle for wholesalers. It has become an indispensable source of information for Canada's reseller community. CCW is a marketing strategy that works because of the following reasons:

Strong Technology-Focused Editorial

CCW provides timely in-depth coverage of the technologies that are important to the Canadian computing channel. A strong overall technical approach is complemented by product and industry news plus business and marketing features to help resellers make confident buying decisions.

CCW Testing Labs

CCW's hardware testing facility tests and compares computers and peripherals, and reports the results. Dealer support, service, and product compatibility issues are examined. Products that come out on top receive CCW's Technical Excellence Award.

Lasting Value

Adverts staying power in CCW's highly readable glossy format. It is designed to be kept for reference and to read over time. CCW provides the critical information that resellers need.

Prequalified Circulation

CCW gets into the hands of a closely-defined and targeted audience of resellers in Canada. Each copy is directly mailed, individually labeled, and audited to ensure CCW reaches the people who make buying decisions.

Monthly National Distribution

Canadian Computer Wholesaler's mission is to make CCW an essential source for every reseller in Canada. CCW distributes no readers in every province in the country, every month of the year.

Canadian Computer Wholesaler's formula guarantees maximum reach for your advertising dollars. Our direct link to Canada's reseller community allows advertisers to reach the people who determine what the end-user will buy.

Make the reseller a critical part of your marketing strategy through Canadian Computer Wholesaler!

Canadian computer resellers unite! Get in with Canadian Computer Wholesaler (CCW) — Canada's monthly premier computer reseller publication. CCW gives resellers the information they need to make smart purchasing decisions. Wholesalers, manufacturers, and distributors profit by gaining broad exposure to CCW's closely-targeted reseller audience.



MAGAZINE PROFILE

1994-1995 CIRCULATION: 10,000

1995-1996 CIRCULATION: 10,000

1996-1997 CIRCULATION: 10,000

1997-1998 CIRCULATION: 10,000

1998-1999 CIRCULATION: 10,000

1999-2000 CIRCULATION: 10,000

2000-2001 CIRCULATION: 10,000

2001-2002 CIRCULATION: 10,000

2002-2003 CIRCULATION: 10,000

2003-2004 CIRCULATION: 10,000

2004-2005 CIRCULATION: 10,000

2005-2006 CIRCULATION: 10,000

2006-2007 CIRCULATION: 10,000

2007-2008 CIRCULATION: 10,000

2008-2009 CIRCULATION: 10,000

2009-2010 CIRCULATION: 10,000

2010-2011 CIRCULATION: 10,000

2011-2012 CIRCULATION: 10,000

2012-2013 CIRCULATION: 10,000

2013-2014 CIRCULATION: 10,000

2014-2015 CIRCULATION: 10,000

2015-2016 CIRCULATION: 10,000

2016-2017 CIRCULATION: 10,000

2017-2018 CIRCULATION: 10,000

2018-2019 CIRCULATION: 10,000

2019-2020 CIRCULATION: 10,000

2020-2021 CIRCULATION: 10,000

2021-2022 CIRCULATION: 10,000

Canadian Computer
Wholesaler

Qualified Circulation to Canadian Resellers

**Advertise in the magazine that gets to Canadian Resellers:
Canadian Computer Wholesaler!**

From its beginning, Canadian Computer Wholesaler's mission has been to put CCFW into the hands of every reseller and buyer in the country. It has achieved this goal by offering complimentary subscriptions to those involved in selling, reselling, or distributing computers, networks, software, and services. Over time, CCFW's circulation has achieved saturated coverage in the Canadian reseller community.

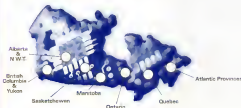
CCFW's pre-qualified circulation guarantees advertisers maximum exposure and universal reach to resellers and buyers across Canada.



Canadian Computer Wholesaler is regularly audited by the CCAB (Canadian Circulation Audit Board). Ask for the CCAB's audit statement from your advertising sales representative.

National Distribution From Coast to Coast

Gain maximum exposure to CCFW's targeted audience of resellers across Canada.



Canadian Computer Wholesaler is distributed nationally by direct mail to resellers in every province across Canada. The effectiveness of distribution ensures the nationwide coverage of Canada, with just over half of CCFW's copies distributed in Ontario. All regions, including every major Canadian city, are reached by CCFW.

Tap into the Audience of Decision Makers and Purchasers

CCW gets into the Hands of Decision Makers and Purchasers

Canadian Computer Wholesaler is your direct link to resellers with the purchasing power to determine what the end-user will ultimately buy.

Readers of Canadian Computer Wholesaler are those with influence: decision makers and buyers in the Canadian reseller industry. Over 64% of our audience are presidents, vice-presidents, owners, and general managers. CCW's audience of qualified members of the reseller community includes Value Added Resellers (VARs), Original Equipment Manufacturers (OEMs), Systems and Network Integrators, Value Added Distributors (VADs), Software Developers, and Government Purchasing Agents.

Our audience is one of the most influential groups in the Canadian computer industry. End users turn to resellers for automated solutions and recommendations on an abundance of new products, brand names, and new technologies. Resellers often weigh alternative product options to make technical decisions on behalf of end-user clients. This gives resellers tremendous influence over the success or failure of a product or line, making it critically important for wholesalers, distributors, and manufacturers to focus on resellers as an integral part of their total marketing strategy.

CCW Subscribers by Industry



Free Trade Deal

If you are not advertising in Canada, you may be missing out on a potential market of 28 million people, a market the size of California. Many companies assume they are getting adequate coverage from ads placed in U.S. publications that overlap into Canada. In reality, most U.S. magazines have comparatively weak Canadian circulation.

To truly tap into the Canadian market, solid local advertising vehicles are required. More and more, U.S. companies are discovering the benefits of advertising in the Canadian Computer Wholesaler to gain exposure to the dealer channel in Canada. To effectively reach the computer market, U.S. companies advertise in The Computer Paper and Canada Computer¹, Canada's largest computer publications.

Your Ad Dollars Go Much Further

Given the U.S. — Canadian exchange rate, your dollar will go much further with advertising purchased in Canada. Recent exchange rates have been as low as US 60¢ for one Canadian dollar. It is easy to see how advertising directly with any of Canada Computer Paper's publications can be very cost effective.



READER SURVEY

Canadian Computer
Wholesaler

The Vision: National and Regional Computer Publications

In 1988, sensing the computer revolution had arrived, the publisher had a vision to create a family of national publications to feed the information needs of all Canadians. Since the first six-term page edition was launched in Vancouver, the dream has been realized. Today Canada Computer Paper is the largest publisher of computer magazines in the country. The publications, including *The Computer Paper*, and *Canada Computers*, provide a regional focus for local advertisers and allow national advertisers to reach consumers in all major Canadian markets.

The Dealer Channel

Canadian Computer Wholesaler is a national magazine closely tailored to meet the information needs of computer dealers, consultants, and value-added resellers across Canada.

The New Millennium: Electronic Publishing

In 1994, *The Computer Paper* launched TCP Online, its first paperless edition on the World Wide Web. Over time it has become one of the largest Canadian sites on the Internet for up-to-the-minute computer news and reviews. CCM Online, the Internet edition for *Toronto Computers* and *Canada Computers*, is a technology library, company directory, and virtual community centre for online readers. CCM Online is *Canadian Computer Wholesaler's* electronic edition, featuring articles and news to keep resellers informed. With indexed back issues and full-text search engines, all three online editions are powerful resources for Canadian computer buyers.



Canada Computer



Company People

Canada's Leading Computer Publisher
Paper

Circle 10
Wholesaler



Editorial

Market Information Resellers Need

Canadian Computer Wholesaler gives resellers the critical information they need to take advantage of the latest trends, the newest product releases, the best suppliers, and future industry directions. Cover to cover, every month you'll find:

The News

CCW forecasts and reports on industry trends, the latest industry deals, new products, and profiles the companies and people making the news.

CCW's Test Labs

Computer products and peripherals are put through their paces in a series of comparative benchmark tests at CCW's hardware testing facility. Our technical editors report their findings each month, providing resellers with valuable information to guide them in making smart purchasing decisions.

The Cover Story

CCW's editors highlight feature stories on critical industry developments. Feature articles reflect results on the latest products and technologies, and changing market conditions, by exploring smaller issues and computer industry trends.

Columns

CCW's industry-leading columnists focus on the business of reselling, with valuable marketing, finance, and business advice in the areas of trends, new products, business, networking, technology, and new products.

Product Profile

Product reviews and analysis of the product market place provide resellers with the technical information they need to improve their bottom line.

Departments

Specific developments in the industry are covered each month in the following departments:

- Letters to the Editor** • We appreciate our readers' participation and provide Letters to the Editor that express opinions on industry news, new technology and on our magazine. Reader feedback is vital to us.
- Industry Focus** • A round-up of the new technologies, human- and non-personalities, networking industry.
- Canada Watch** • An eye on high technology in Canada.
- Assembly** • News from the line item — the source of many critical computing problems and components.
- New Products** • Canadian Computer Wholesaler delivers coverage of the notable new products to hit the market. We keep our readers up-to-date on the latest hardware, software and networking technologies.
- People** • Who's hot and who's not plus the faces that make the news.
- Willy Numbers** • A round-up of the studies and surveys that measure the pulse of the industry.
- Reader Poll** • Interactivity with readers through our own opinion survey.
- Calendar** • A complete listing of upcoming exhibitions, conferences and seminars.

EDITORIAL PROFILE

Test Labs

Canadian Computer Wholesalers

Award winners may use the CCW award logo in conjunction with promotions for award winning products. Noting the specific month and year of the award. A package is available which includes printed logos and disk versions for easy inclusion in your advertising materials.

1. What are CCW Labs?

Our mission is to provide independent, honest and unbiased critiques of computer-related products and to play a key role in the technical education of Canadian readers and WAs. Situated in the busy Toronto offices of Canada Computer Pages, the Labs do testing for Canadian Computer Wholesaler as well as The Computer Paper.

2. What are the benefits of sending my products in for testing?

All products that are entered into the survey can potentially benefit from increased exposure in the marketplace. A chance to win the coveted Technical Excellence Award from CCW Labs is a large incentive for many companies, as winning has been shown to significantly impact sales.

3. How Do I Get My Products Included in The Lab Surveys?

Contact one of the representatives for CCW Labs in Toronto for a complete list of upcoming products to be reviewed. At the appropriate time, you will be contacted to send in your products for review. Your submission will not be considered unless the firm that accompanies it is fully completed.

Where Do I Send My Products?

Canadian Computer Wholesaler Labs
c/o Canada Computer Pages
200-99 Adelaide Ave
Toronto, Ontario M5E 1A9
Tel 416-515-8404 Fax 416-588-8574
ccw@canlab.boggon.com

5. How Long Are My Products Kept?

Allow four to six weeks for testing purposes. Products in short supply can often be expedited. Contact your Labs representative for specifics.



Lab Test

Canada Computer
Wholesaler



1999

Editorial Schedule

Issue	Art Close	Camera Ready	Distribution	Hardware Focus	Software Focus	Lab
January	Dec 2	Dec 11	Jan 8	Server	Collaborative Management Software	Handheld Computers
February	Jan 10	Jan 18	Feb 5	Printers	Internet Tool Software	High Performance Systems
March	Feb 10	Feb 12	Mar 2	Network Computers	Application Development	Storage
April	Mar 17	Mar 18	Apr 7	Digital Photography	Voice Recognition	GPS
May	Apr 14	Apr 16	May 3	Workgroup Computers	Graphics Software	CD-ROMs
June	May 12	May 19	Jun 2	Multimedia/Machines	Office Suites	Monitors
July	Jun 18	Jun 18	Jul 7	Sound Technologies	Operating Systems	Workbooks
August	Jul 14	Jul 16	Aug 4	Handheld Computers	Web Authoring	Printers
September	Aug 11	Aug 12	Sept 1	Groupware/ERP	Databases	Digital Cameras
October	Sept 15	Sept 17	—	Storage	Enterprise Software	USB Devices
November	Oct 15	Oct 15	Nov 2	Displays	Small Business Software	Personalized Notebooks
December	Nov 10	Nov 12	Dec 2	Networking	Games	Graphical/Sound Cards

EDITORIAL SCHEDULE

1999

Rate Card



4 color process	1c	3c	6c	12c
Full Page	\$2,295	\$3,130	\$2,985	\$2,800
1/2 Page	2,175	2,065	1,960	1,860
1/3 Page	1,790	1,665	1,575	1,490
1/4 Page	1,375	1,305	1,240	1,170
Inside Cover	4,575	4,290	4,095	3,840
Outside Back	5,145	4,890	4,630	4,375

Black + 1 Color	1c	3c	6c	12c
Full Page	\$2,625	\$2,495	\$2,365	\$2,235
1/2 Page	1,660	1,575	1,485	1,410
1/3 Page	1,360	1,285	1,215	1,160
1/4 Page	1,025	975	925	875

Black	1c	3c	6c	12c
Full Page	\$2,420	\$2,380	\$2,160	\$2,055
1/2 Page	1,460	1,455	1,330	1,260
1/3 Page	1,235	1,175	1,110	1,060
1/4 Page	905	860	815	770

Ad Sizes	WxH (H)	WxH (V)
Full Page	7 in x 10	7 in x 10
1/2 Page	7 in x 4 in	3 in x 10
1/3 Page	7 in x 3 in	2 in x 10
1/4 Page	3 in x 4 in	---



SPECIFICATIONS

Printing Process: Best Offset

Screens: 133 lines per inch

Binding Method: Stitch & Trim

Type Size: 10" x 10"

Trim Size: 9 1/2" x 10 1/2"

Feed Size: 10" x 11 1/2"

Color Ads: Supply one set of Hard Disk formatted photos. Use negative brightening, unbleached down, and a color proof with color bars. Supply two sets of files. For four-color process file separate and a color proof with color bars for double page spreads. Files for each color should have center register marks on all four sides.

RGB Ads: Supply negative file and proof or format (PDF) file.

Creative Services: Creative Computer Wholesaler can supply complete creative services including design, typesetting and photography. An estimate will be prepared for approval prior to commencement of work. Advertiser assumes responsibility for proofing and accuracy of information on published ads.

General Policy

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Photos for attention will not be submitted except on publication copy and only on which publication drops in major elements. All such material must be received by space close date. Color proofs cannot be supplied.
3. Ads must survive 12 months of first insertion to earn frequency discounts. (Multiple ads in one week qualify for frequency discounts.)
4. Publisher will not be responsible for ad material beyond six months after publication.

Supplementary Issues: Identifying rates for Canada Canada and Canada Trade Ads are available on request.

Insert, Reply Cards and Coupon Pages: Insert, Reply Card and Coupon Advertising Materials are available on request. A minimum quantity of 1,000 units is required.

Contributions Received: Advertising in Creative Computer Wholesaler (Creative Computer and Creative Computer Trade Computer Wholesaler Computer Direct Computer) and The Computer Paper may be considered for advertising discounts. Call your account manager for details.

— Correction page discounts available

— Advertising repeat for extended rates for printing date.

— Guaranteed position premium — 65% on second space rate

Terms of Payment: Interest of 20 per month is charged on unpaid amounts after 30 days. On direct orders, payment should be made with order or a clearing date order and a business letter arranged in advance.

**Creative Computer
Wholesaler**
since 1981

VANCOUVER Suite 500 - 435 Canal Street, Vancouver, BC V6B 6T3
TEL: (604) 696-2388 FAX: (604) 696-3688 EMAIL: ccmw@compnet.ca

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www.ccmw.ca